

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: Brad Duesler  
Title: METHOD AND APPARATUS FOR  
BEVERAGE MERCHANDISING  
Appl. No.: 10/679,705  
Filing Date: 10/3/2003  
Examiner: Cassandra Hope Davis  
Art Unit: 3611  
Confirmation Number: 9615

**AMENDMENT AND REPLY UNDER 37 CFR 1.116**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Examiner Davis:

This communication is responsive to the Final Office Action dated May 4, 2007, concerning the above-referenced patent application. The Advisory Period is set to expire on July 4, 2007. Therefore, this response is timely filed.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check or credit card payment form being in the wrong amount, unsigned, post-dated, otherwise improper or informal, or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741. If any extension of time is needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under

37 C.F.R. §1.136 and authorizes payment of any such extension fees to Deposit Account No. 19-0741.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this document.

**Remarks/Arguments** begin on page 5 of this document.

Please amend the application as follows: